

# FIRESTONE, CO

## *COMMUNITY SURVEY*

*Prepared by:*

Left Brain Concepts, Inc.  
*Research / Consulting*



Lakewood, Colorado

**June 2015**

## TABLE OF CONTENTS

Background .....	1
Key Findings .....	2
Conclusions & recommendations.....	4
Length of residence in Firestone .....	5
Neighborhood of residence in Firestone.....	6
What people like about living in Firestone.....	7
Planning issues .....	8
Additional planning issues .....	10
Using Firestone Central Park.....	11
Describing life in Firestone .....	12
Specific words to Describe Firestone .....	13
Place of employment .....	16
Demographics.....	17
Comments.....	18
Appendix A – Survey instrument	

## BACKGROUND

This report presents the findings of a survey of residents of Firestone, Colorado. The survey was conducted to help guide the Town's planning, development and budgeting decisions.

The survey determined Firestone residents':

- ✓ Length of residence in Firestone
- ✓ The neighborhood in which people reside
- ✓ What people like about living in Firestone
- ✓ Input on parks, trails, services, employment, a central gathering place, open space, etc.
- ✓ Reaction to growth in Firestone
- ✓ Reaction to the level of maintenance of streets and parks
- ✓ Reaction to oil and gas exploration in the community
- ✓ If people use Firestone's Central Park
- ✓ Suggestions for development of Central Park
- ✓ For messaging purposes, how residents view Firestone
- ✓ If people are registered to vote
- ✓ Their age
- ✓ If respondents have children under the age of 18 living with them
- ✓ If people are gainfully employed, where they work

The survey was written by Kristi Ritter, Communications & Community Outreach Coordinator for the Town of Firestone, Wesley LaVanchy, Firestone Town Manager and Jeff Haugen, President of Left Brain Concepts, Inc. Left Brain compiled the results and prepared this report.

The survey was conducted via U.S. postal service in May and June, 2015 with the option of responding electronically. The Town also publicized the survey to Town residents and encouraged people to respond to either the written survey or electronically through the Town's webpage.

Every household in Firestone, including individual units in multi-family housing, was mailed a survey. This totaled 3,236 surveys from an exhaustive list of households provided by the Town from utility billing records. This is the most defensible methodology when conducting community surveys because residents of every household, including renters, were given an opportunity to respond. Respondents mailed their completed surveys to Left Brain Concepts, Inc. under its postage-paid Business Reply permit.

The survey asked a head of household, 18 years or older complete the survey. A total of 881 surveys were completed, 729 via mail and 152 electronically. The maximum margin of error for a sample of 881 is  $\pm 3.3\%$  at the 95% level of confidence.

Twenty-one surveys were returned as undeliverable. This is very common in community surveys because no database is ever completely up to date. Thus, 881 surveys were completed out of a possible 3,215 good addresses. This is a response rate of 27%.

As is customary in analyzing and reporting results of community surveys, responses were adjusted to virtually mirror the demographics of Firestone residents aged 18 or older as reported in the 2010 U.S. Census.

## KEY FINDINGS

**Length of residence in Firestone:** Half (53%) of the respondents have lived in Firestone for six or more years. 12% have resided in Firestone for less than a year. As the town is well aware, new residents tend to be young people. Close to half (46%) of those who have lived in Firestone for less than three years are under the age of 30. In contrast, just 13% of those who have lived in Firestone for less than three years are 50 or older.

**Neighborhood of residence in Firestone:** Surveys were completed by people in all of Firestone's neighborhoods except Eagle Crest.

**What people like about living in Firestone:** Residents reported the following positives about living in Firestone.

- ✓ Overall safety in Firestone (80%)
- ✓ Small town atmosphere (76%)
- ✓ Quality of life (72%)
- ✓ Value of home ownership (58%)
- ✓ Central to other communities along the Front Range (49%)
- ✓ Trail system (40%)
- ✓ Park amenities (40%)
- ✓ Community events (30%)
- ✓ Quality of schools (27%)
- ✓ Safety in schools (24%)
- ✓ Proximity to employment (23%)
- ✓ Recreational opportunities (20%)
- ✓ Street maintenance (15%)

**Planning issues:** People were asked to rate the importance of eight planning and development issues on a scale of extremely important, somewhat important, somewhat unimportant and not at all important. Combined responses of extremely important and somewhat important, were as follows.

- ✓ Emergency services (94%)
- ✓ Connected walking and biking trails (90%)
- ✓ Neighborhood parks (90%)
- ✓ Continued financial stewardship and transparency (89%)
- ✓ Areas that provide open space (83%)
- ✓ Employment opportunities (71%)
- ✓ A central gathering place in our community (71%)
- ✓ Continuing education partnerships with colleges (65%)

**Additional planning issues:** Similarly, people were asked to respond to six other planning and development issues on a scale of strongly agree, somewhat agree, somewhat disagree, strongly disagree and not sure. Combined responses of strongly agree and somewhat agree were as follows.

- ✓ I am satisfied with the number of parks in Firestone (82%)
- ✓ I am comfortable with the pace of growth of Firestone (80%)
- ✓ Firestone should position the Town to be able to leverage technology... (78%)
- ✓ I am satisfied with the maintenance of streets and parks in Firestone (73%)
- ✓ I am satisfied with the Town's trail system (71%)
- ✓ Firestone is maintaining a balance... oil and gas exploration and... community (57%)

**Using Central Park:** Firestone residents utilize Central Park mostly to visit the library (66%) and to walk the trail system (53%). Only 19% indicated that they do not use Central Park.

**Developing Central Park:** When given three development options and asked to indicate which would entice them to use Central Park or use it more, by a two to one margin, residents prefer the most comprehensive development that includes adding Town facilities, a community center, additional trails, an amphitheater, multi-use fields, a lake, the existing regional library and other amenities.

**Describing life in Firestone:** People were given a list of possible benefits from living in Firestone and asked “When you think of life in Firestone, what comes to mind? In other words, how do you view the Town?” Residents reported that they feel safe in Firestone (85%), that Firestone is a great place to raise a family (77%) and that Firestone offers a great quality of life (71%). Fewer indicated that Firestone offers a great sense of community (50%), that Firestone offers good recreational opportunities (32%) or that Firestone has a great park and trail system (13%).

**Specific words to describe Firestone:** Residents were asked “What three words come to your mind first when thinking of Firestone?” 86% gave only positive words, 4% gave only negatives and 10% offered one or more negative and one or more positive word(s). The top ten words that people used to describe Firestone were:

- ✓ Safe (43%)
- ✓ Small town atmosphere (36%)
- ✓ Growing (19%)
- ✓ Quiet (18%)
- ✓ Family oriented (17%)
- ✓ Friendly people (14%)
- ✓ Sense of community (13%)
- ✓ Rural (13%)
- ✓ Home (12%)
- ✓ Affordable (8%)

Most of the negatives centered on growth issues, a lack of restaurants and/or shopping, fracking, the condition of the roads, a need for more landscaping and/or more trails.

**Place of employment:** 68% of the respondents work in Longmont, Boulder, Lyons, Broomfield or Firestone. 24% commute to metro Denver and 9% work in Loveland, Fort Collins, Greeley or other communities north of Firestone.

**Demographics:** Respondents’ demographics were adjusted to virtually mirror the 2010 U.S. Census for residents of Firestone aged 18 or older.

**Comments:** 474 people (54%) provided comments at the end of the survey which is an unusually high percentage in community surveys. Further, people gave 1,102 comments (an average of 2.3 specific comments per respondent) which is also a very high number. The vast majority of the input centered on the need for restaurants and retail shopping, roads, trails, open space and parks, that people like the performance of Town management, suggestions for town policies and that people love life in Firestone.

## **CONCLUSIONS & RECOMMENDATIONS**

### **Current quality of life**

- Firestone residents are attached to the town and engaged regarding community planning as evidenced by the high response to this survey, the percentage of people who provided comments and the number of comments and suggestions offered.
- Residents feel that the Town is providing a high quality of life. They are very happy because of the small town atmosphere, sense of community and safety and feel that Firestone is a great place to raise a family. When given the opportunity to fault life in Firestone, positive comments outnumbered negative ones by a 9:1 margin.
- As is the case in similar communities, the lowest quality of life issue concerns oil and gas exploration.

### **Improving quality of life**

- Firestone can improve residents' satisfaction by maintaining the level of safety and emergency services, attracting restaurants (virtually everyone who commented on the matter voiced a preference for sit-down restaurants over fast food), attracting retailers (from comments, there is a preference for a combination of a Target and other big box retailers and specialty retailers), improving the roads and surrounding landscaping, adding to and maintaining, parks, trails and open space, building the recreation center and developing Central Park.

### **Planning**

- The challenge for the Town of course is that improving the infrastructure, building the recreation center, developing Central Park (and accommodating the preference for a more robust development) and building and maintaining existing parks and trails are high-cost items that likely will require more budget than the town's bedroom community resources will allow.
- Thus, when Firestone cannot accommodate all of residents' desires, it should communicate the reasons with as much detail as possible.
- Firestone should explore with senior management at similar towns that have faced the challenges that Firestone is currently experiencing to determine how they addressed the growth challenges that Firestone is experiencing and build on lessons learned, avoid negative outcomes and anticipate likely resident sentiment and objections.

### **Branding and messaging**

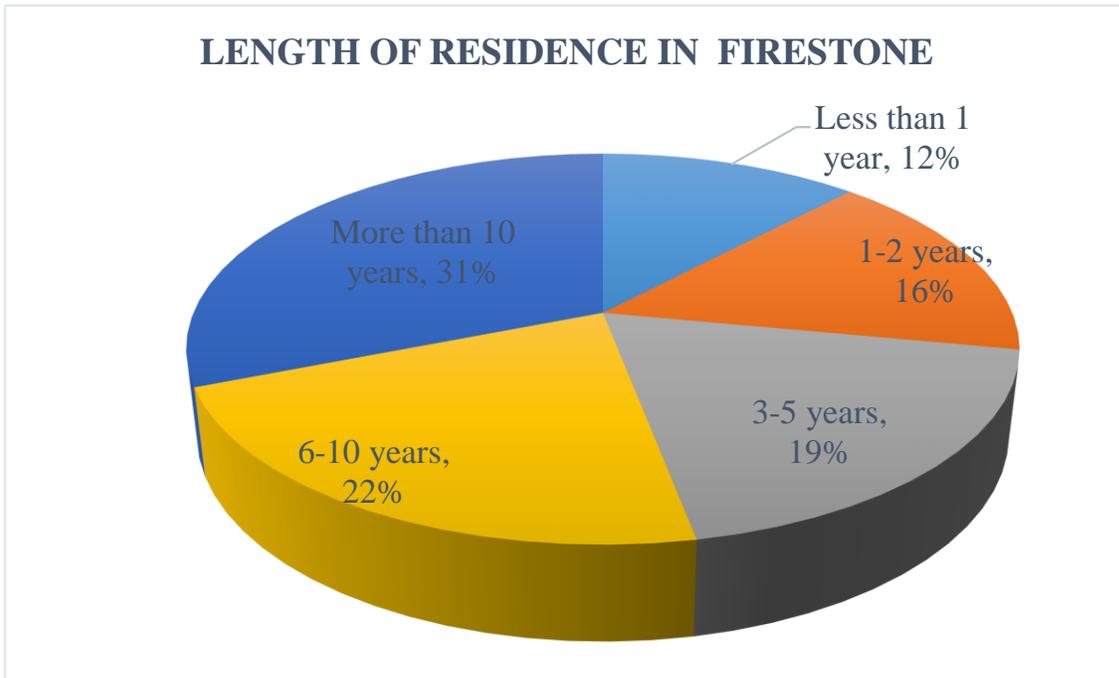
- Firestone's branding and messaging should center on the things that people value most in Firestone consisting of safety, the small town atmosphere, being quiet, being family oriented and having residents who have a strong sense of community.

## LENGTH OF RESIDENCE IN FIRESTONE

*Question: How many years have you lived in Firestone?*

More than half (53%) of the respondents have lived in Firestone for 6 or more years. About one in ten (12%) have lived in Firestone for less than one year.

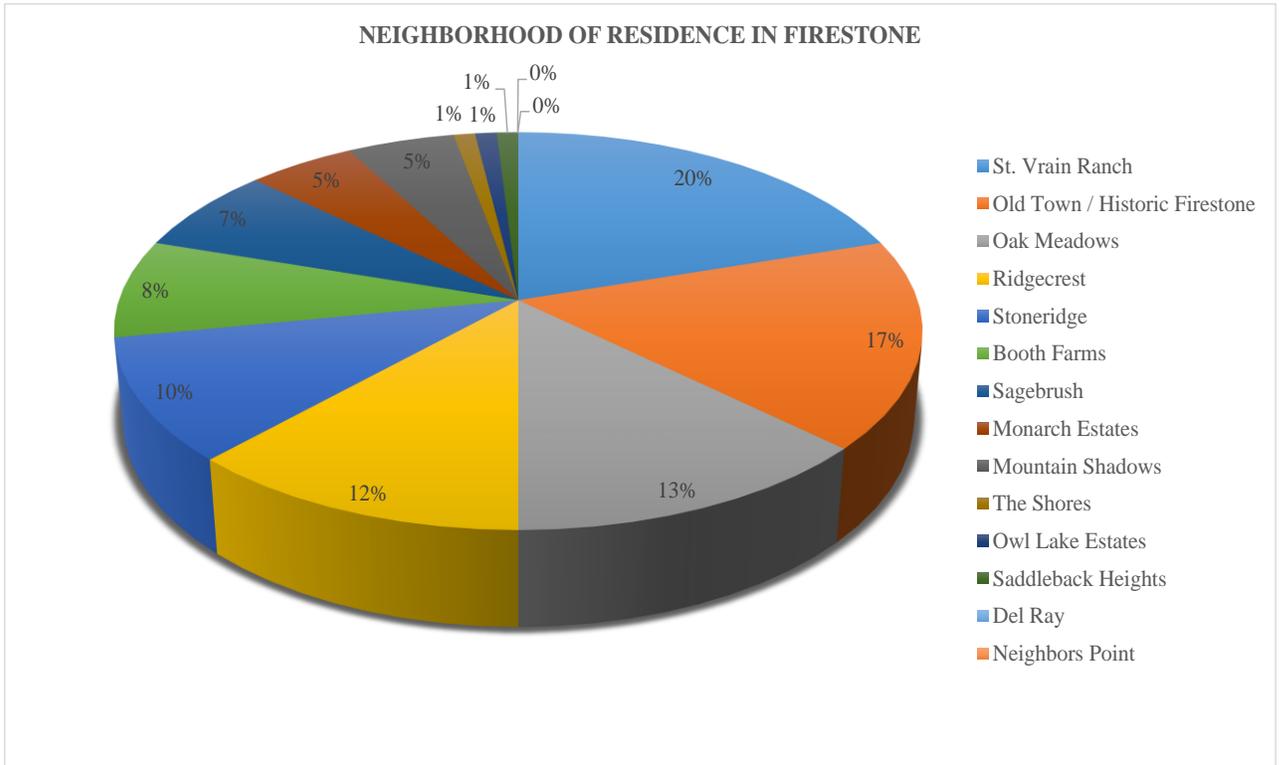
As the Town is well aware, new residents tend to be young people. Close to half (46%) of those who have lived in town for less than three years are under the age of 30. In contrast, just 13% of people who have lived in Firestone for less than three years are 50 or older.



## NEIGHBORHOOD OF RESIDENCE IN FIRESTONE

*Question: In which Firestone neighborhood do you reside?*

The following graph illustrates the neighborhoods in which respondents reside. Surveys were completed by people in all of Firestone's neighborhoods except for Eagle Crest.



## WHAT PEOPLE LIKE ABOUT LIVING IN FIRESTONE

*Question: What do you like about living in Firestone? (Check all that apply)*

By far, the three things people like most about living in Firestone are safety, the small town atmosphere and the quality of life.

<b>WHAT PEOPLE LIKE ABOUT LIVING IN FIRESTONE</b>	
	<b>% of respondents</b>
Overall safety in Firestone	80%
Small town atmosphere	76%
Quality of life	72%
Value of home ownership	58%
Central to other communities along the Front Range	49%
Trail system	40%
Park amenities	40%
Community events	30%
Quality of schools	27%
Safety in schools	24%
Proximity to employment	23%
Recreational opportunities	20%
Street maintenance	15%
Sample size - 855	

Responses total more than 100% because people were allowed to give multiple responses.

## PLANNING ISSUES

*Question: As we plan for the future of Firestone, please rate the importance of the following.*

Combining responses of extremely important and somewhat important, results were as follows.

- ✓ Emergency services (94%)
- ✓ Connected walking and biking trails (90%)
- ✓ Neighborhood parks (90%)
- ✓ Continued financial stewardship and transparency (89%)
- ✓ Areas that provide open space (83%)
- ✓ Employment opportunities (71%)
- ✓ A central gathering place in our community (71%)
- ✓ Continuing education partnerships with colleges (65%)

<b>PLANNING ISSUES</b>				
	<b>Extremely important</b>	<b>Somewhat important</b>	<b>Somewhat Unimportant</b>	<b>Not at all important</b>
Emergency services	71%	23%	4%	2%
Continued financial stewardship and transparency	57%	32%	9%	2%
Connected walking and biking trails	50%	40%	6%	4%
Neighborhood parks	48%	42%	8%	2%
Areas that provide open space	39%	44%	13%	4%
Employment opportunities	32%	39%	21%	8%
Continuing education partnerships with colleges	26%	39%	23%	12%
A central gathering place in our community	24%	47%	22%	7%
Sample size – 671 to 686				

Below are the groups of people who were more likely to rate these services as being extremely important.

Emergency services

- ✓ People aged 50 or older
- ✓ Women

Continued financial stewardship and transparency

- ✓ People aged 50 or older
- ✓ Men

Connected walking and biking trails

- ✓ Women

Neighborhood parks

- ✓ People who have lived in Firestone for less than 3 years
- ✓ Women
- ✓ Households with children under the age of 18

Continuing education partnerships with colleges

- ✓ People who have lived in Firestone for less than 3 years
- ✓ Women

A central gathering place in Firestone

- ✓ People who have lived in Firestone for less than 3 years

## ADDITIONAL PLANNING ISSUES

*Question: Please indicate your level of agreement with the following statements.*

Combining responses of strongly agree and somewhat agree, residents reported the following.

- ✓ I am satisfied with the number of parks in Firestone (82%)
- ✓ I am comfortable with the pace of growth of Firestone (80%)
- ✓ Firestone should position the Town to be able to leverage technology... (78%)
- ✓ I am satisfied with the maintenance of streets and parks in Firestone (73%)
- ✓ I am satisfied with the Town's trail system (71%)
- ✓ Firestone is maintaining a balance... oil and gas exploration and... community (57%)

ADDITIONAL PLANNING ISSUES					
	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure
I am satisfied with the number of parks in Firestone	35%	47%	11%	4%	3%
Firestone should position the Town to be able to leverage technology both for the residences and businesses (i.e. smart community capabilities)	32%	46%	9%	2%	11%
I am comfortable with the pace of growth of Firestone	27%	53%	14%	4%	2%
I am satisfied with the maintenance of streets and parks in Firestone	22%	51%	17%	10%	-
I am satisfied with the Town's trail system	22%	49%	17%	6%	6%
Firestone is maintaining a balance between oil and gas exploration and respect for the community	21%	36%	20%	10%	13%
Sample size – 686 to 696					

Below are the groups of people who were more likely to strongly agree with the statements.

### I am comfortable with the pace of growth in Firestone

- ✓ People who have lived in Firestone for less than 3 years
- ✓ People aged under 30

Residents of Del Ray or Old Town are less satisfied with the maintenance of their streets and parks. While 73% of all respondents agreed with the above statement, 60% of Del Ray and Old Town indicated they are satisfied.

## USING FIRESTONE CENTRAL PARK

*Question: How do you utilize Firestone's current Central Park? (Check all that apply)*

*Question: I would be more likely to use Central Park if it were:*

As illustrated in the first table below, Firestone residents use Central Park mostly to visit the library (66%) and to walk the trail system (53%). Only 19% reported that they do not use Central Park.

As can be seen in the second table, by a two to one margin, residents would prefer the more comprehensive development of Central Park to include Town facilities, a community center, additional trails, an amphitheater, multi-use fields, a lake, the existing regional library and other amenities.

USING FIRESTONE CENTRAL PARK	
	% of respondents
Visit the library	66%
Walk the trail system	53%
Don't use it	19%
Don't know where it is	3%
Biking the trails	1%
Sample size - 856	

MAKING GREATER USE OF FIRESTONE CENTRAL PARK	
	% of respondents
A civic center park that includes Town facilities, a community center, additional trails, amphitheater, multi-use fields, a lake, the existing regional library and other amenities	65%
A community gathering park that includes amenities for public engagement including playgrounds and multi-use fields, in addition to the existing regional library	32%
An open space park	13%
Had an outdoor pool	3%
Would not use it	1%
Sample size – 810	

Responses total more than 100% because people were allowed to give multiple responses.

People who were more likely to say they visit the library were:

- ✓ People who have lived in Firestone for more than 3 years
- ✓ Women
- ✓ Households with children under the age of 18

Residents of Del Ray and Old Town were less interested in the civic center park (50%) than those who live in other neighborhoods where interest in the civic center park ranged from 63% to 72%.

## DESCRIBING LIFE IN FIRESTONE

*Question: When you think of life in Firestone, what comes to mind? In other words, how do you view the Town? (Check all that apply)*

More than four in five (85%) reported they feel safe in Firestone (85%), that Firestone is a great place to raise a family (77%) and that Firestone offers a great quality of life (71%). Fewer indicated that Firestone offers a great sense of community (50%), that Firestone offers good recreational opportunities (32%) or that Firestone has a great park and trail system (13%).

As the Town would hope to hear, people with children under the age of 18 were more likely than those who do not have children to state that Firestone is a great place to raise a family.

DESCRIBING LIFE IN FIRESTONE	
	% of respondents
I feel safe in our community	85%
Firestone is a great place to raise a family	77%
Firestone offers a great quality of life	71%
Firestone offers a great sense of community	50%
Firestone offers good recreational opportunities	32%
Our community has a great park and trail system	13%
Sample size 830	

Responses total more than 100% because people were allowed to give multiple responses.

## **SPECIFIC WORDS TO DESCRIBE FIRESTONE**

*Question: What three words come to your mind first when thinking of Firestone?*

Four out of five of the respondents replied to this question. Among them, 86% gave only positive words, 4% offered only negatives and 10% gave one or more negative and one or more positive words.

The top ten words that people used to describe Firestone were:

- ✓ Safe (43%)
- ✓ Small town atmosphere (36%)
- ✓ Growing (19%)
- ✓ Quiet (18%)
- ✓ Family oriented (17%)
- ✓ Friendly people (14%)
- ✓ Sense of community (13%)
- ✓ Rural (13%)
- ✓ Home (12%)
- ✓ Affordable (8%)

Most of the negative words centered on growth issues, a lack of restaurants and/or shopping, fracking, the condition of the roads, a need for more landscaping and/or more trails.

While Del Ray and Old Town residents gave fewer positive words than people who live in other neighborhoods, 91% of Del Ray and Old Town provided positive descriptions of Firestone.

Women were more likely than men to describe Firestone as:

- ✓ Safe
- ✓ Having a small town atmosphere
- ✓ Being family oriented
- ✓ Having a sense of community

As might be expected, people who have lived in Firestone for less than three years were more likely than those who have lived in Firestone for more than 10 years to say that Firestone has a small town atmosphere.

<b>SPECIFIC WORDS TO DESCRIBE FIRESTONE – POSITIVES</b>	
	<b>% of respondents</b>
Safe	43%
Small town atmosphere	36%
Growing	19%
Quiet	18%
Family oriented	17%
Friendly people	14%
Central location	14%
Sense of community	13%
Rural	13%
Home	12%
Affordable	8%
Clean	7%
Peaceful	5%
Pleasant	4%
Quality of life	4%
Neighborly	4%
Good leadership	3%
Beautiful	3%
Active	3%
Bedroom community	2%
Comfortable	2%
Parks	2%
View of the mountains	2%
Good schools	2%
Slow paced	2%
Recreational opportunities	1%
Conservative	1%
Walking trails	1%
Relaxed	1%
Fun	1%
Sample size - 708	

<b>SPECIFIC WORDS TO DESCRIBE FIRESTONE - NEGATIVES</b>	
	<b>% of respondents</b>
Growing too fast	3%
No restaurants	3%
Fracking	2%
Bad roads	2%
Need more shopping	1%
Parochial	1%
Boring	1%
Stop lights	1%
Needs better landscaping	1%
Need more trails	1%
Smells like cow manure	-
Bland	-
Few jobs	-
Need a church	-
Borders blend with Frederick	-
No post office	-
No mail delivery	-
No cemetery	-
Sample size - 708	

## PLACE OF EMPLOYMENT

*Question: Which of these locations is nearest to where you work?*

Two-thirds (68%) of the respondents work in Longmont, Boulder, Lyons, Broomfield or Firestone. A quarter (24%) commute to metro Denver and another 9% work in Loveland, Fort Collins, Greeley or other communities north of Firestone.

PLACE OF EMPLOYMENT	
	% of respondents
Longmont / Boulder / Lyons / Broomfield	45%
I work in Firestone / Home	23%
City of Denver or east, west or south suburbs	13%
North Metro Denver	11%
Loveland / Fort Collins / Greeley or other communities north	9%
Presently unemployed	8%
Sample size - 824	

Responses total more than 100% because people were allowed to give multiple responses.

## DEMOGRAPHICS

*Question: Are you registered to vote?*

*Question: Into which of the following categories does your age fall?*

*Question: For the person completing this survey, are you?*

*Question: Do you have children under the age of 18 living in your household?*

*Question: Do you own or rent the residence in which you live?*

The follow table reports results of the demographic questions. Responses were adjusted to virtually mirror the demographics of Firestone residents aged 18 or older as reported in the 2010 U.S. Census.

	Firestone survey
<b>Age</b>	
Under 30	20%
30 to 39	27%
40 to 49	23%
50 to 59	17%
60 to 69	9%
70 and older	4%
<b>Registered to vote?</b>	
Yes	93%
No	5%
Not sure	2%
<b>Gender</b>	
Female	56%
Male	44%
<b>Children under 18?</b>	
Yes	54%
No	46%
<b>Own or rent 18?</b>	
Own	96%
Rent	4%
Sample size – 851 to 861	

## COMMENTS

*Question: We welcome any additional comments below*

A total of 474 of the 881 survey respondents (54%) provided comments at the end of the survey. This is an unusually high percentage of people in community surveys. Residents provided 1,102 comments (an average of 2.3 specific comments per respondent) which is also a very high number.

The vast majority of the comments centered on the need for restaurants and retail shopping, roads, trails, open space and parks, that people like the performance of Town management, suggestions for town policies and that people love life in Firestone.

- ✓ Attract restaurants (138 comments)
- ✓ Need more retail (128 comments)
- ✓ Public works issues (124 comments)
- ✓ Improve, trails, open space, parks (102 comments)
- ✓ Like town management, direction (86 comments)
- ✓ Suggestions for town management (86 comments)
- ✓ Love life in Firestone (75 comments)
- ✓ Need more recreation opportunities (47 comments)
- ✓ Need community pool (39 comments)
- ✓ Growth issues (32 comments)
- ✓ Central Park (32 comments)
- ✓ Recreation center issues (26 comments)
- ✓ Improve police services (22 comments)
- ✓ Improve schools (19 comments)
- ✓ Need public transportation (17 comments)
- ✓ Need more information from the Town (17 comments)
- ✓ Reaction to fracking (16 comments)
- ✓ Need employment opportunities (13 comments)
- ✓ Need senior housing (10 comments)
- ✓ Oppose affordable housing (10 comments)
- ✓ Need a downtown area (9 comments)
- ✓ Improve medical services (8 comments)
- ✓ Need internet / cell phone service (7 comments)
- ✓ Need affordable housing (7 comments)
- ✓ Need a cemetery (4 comments)
- ✓ Need a church (2 comments)
- ✓ Old Town is neglected (2 comments)
- ✓ Other (4 comments)

## FIRESTONE COMMUNITY SURVEY

The Town of Firestone is asking for your input to help guide our planning and policy-making. This survey differs from other surveys completed in the past and explores issues not previously covered. By participating in this confidential survey, you will assure that the Town bases key planning and development decisions in large part on residents' vision of Firestone. Results will be made available for the public to review online at [www.firestoneco.gov/communitysurvey](http://www.firestoneco.gov/communitysurvey).

We request that a head of household, 18 years old or older, take a few minutes to complete this survey. We would greatly appreciate it if you could **mail your completed survey in the self-addressed, postage-paid envelope by June 1, 2015**. You may also complete the survey online at <http://www.surveymonkey.com/s/TownOfFirestone>

If you have questions, please contact Kristi Ritter, Communications & Community Outreach Coordinator, for the Town of Firestone at 303-531-6254 or [kritter@firestoneco.gov](mailto:kritter@firestoneco.gov).

1. How many years have you lived in Firestone?

- Less than 1 year
- 1-2 years
- 3-5 years
- 6-10 years
- More than 10 years

2. Do you own or rent the residence in which you live?

- Own
- Rent

3. In which Firestone neighborhood do you reside?

- Booth Farms
- Del Ray
- Eagle Crest
- Monarch Estates
- Mountain Shadows
- Neighbors Point
- Oak Meadows
- Old Town/Historic Firestone
- Owl Lake Estates
- Ridgecrest
- Saddleback Heights
- Sagebrush
- St. Vrain Ranch
- Stoneridge
- The Shores
- Other (please specify) \_\_\_\_\_

4. What do you like about living in Firestone? (Check all that apply)

- Quality of life
- Quality of schools
- Safety in schools
- Overall safety of Firestone
- Park amenities
- Trail system
- Street maintenance
- Value of homeownership
- Small town atmosphere
- Proximity to employment
- Central to other communities along the Front Range
- Recreational opportunities
- Community events
- Other \_\_\_\_\_

5. As we plan for the future of Firestone, please rate the importance of the following.

	<b>Extremely important</b>	<b>Somewhat important</b>	<b>Somewhat Unimportant</b>	<b>Not at all Important</b>
Neighborhood parks	1	2	3	4
Connected walking and biking trails	1	2	3	4
Emergency services	1	2	3	4
Employment opportunities	1	2	3	4
Continued financial stewardship and transparency	1	2	3	4
A central gathering place in our community	1	2	3	4
Areas that provide open space	1	2	3	4
Continuing education partnerships with colleges	1	2	3	4

6. Please indicate your level of agreement with the following statements.

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>Not sure</b>
I am comfortable with the pace of growth in Firestone	1	2	3	4	5
I am satisfied with the maintenance of streets and parks in Firestone.	1	2	3	4	5
I am satisfied with the number of parks in Firestone	1	2	3	4	5
I am satisfied with the Town's trail system	1	2	3	4	5
Firestone should position the Town to be able to leverage technology both for the residences and business (i.e. smart community capabilities).	1	2	3	4	5
Firestone is maintaining a balance between oil and gas exploration and respect for the community	1	2	3	4	5

7. How do you utilize Firestone's current Central Park? (Check all that apply)
- Visit the library
  - Walk the trail system
  - Don't use it
  - Other \_\_\_\_\_

8. I would be most likely to use Central Park if it were:
- A civic center park that includes Town facilities, a community center, additional trails, amphitheater, multi-use fields, a lake, the existing regional library and other amenities
  - A community gathering park that includes amenities for public engagement including playgrounds and multi-use fields, in addition to the existing regional library
  - An open space park
  - Other \_\_\_\_\_

9. When you think of life in Firestone, what comes to mind? In other words, how do you view the Town? (Check all that apply)
- Firestone offers a great quality of life
  - I feel safe in our community
  - Firestone is a great place to raise a family
  - Firestone offers a great sense of community
  - Firestone offers good recreational opportunities
  - Our community has a great park and trail system
  - Other \_\_\_\_\_

10. What three words come to your mind first when thinking of Firestone?
1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_

11. Are you registered to vote?
- Yes
  - No
  - Not sure

12. Into which of the following categories does your age fall?
- 18 to 22
  - 23 to 29
  - 30 to 39
  - 40 to 49
  - 50 to 59
  - 60 to 69
  - 70 or older

